

THE OBJECTIVE NECESSITY OF ORGANIZING TOURISM SERVICES**Feruza Alpomishevna Aziztayeva**

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Annotation

This article examines the objective necessity of organizing tourism services in the context of the modern global economy. The study analyzes the role and importance of tourism services in ensuring sustainable economic development, increasing employment, and improving the quality of services provided to tourists. Special attention is given to the factors that determine the need for systematic organization of tourism services, including market demand, competition, digital transformation, and globalization processes. The paper also highlights the importance of effective management, infrastructure development, and service standardization in enhancing the competitiveness of the tourism sector. The findings emphasize that the rational organization of tourism services is a key condition for the stable development of the tourism industry.

Keywords

Tourism services, organization, objective necessity, tourism industry, service quality, competitiveness, infrastructure, management, sustainable development, globalization.

Аннотация

В данной статье рассматривается объективная необходимость организации туристских услуг в условиях современной глобальной экономики. Анализируется роль и значение туристских услуг в обеспечении устойчивого экономического развития, росте занятости и повышении качества обслуживания туристов. Особое внимание уделяется факторам, определяющим необходимость системной организации туристских услуг, включая рыночный спрос, конкуренцию, цифровую трансформацию и процессы глобализации. Также подчеркивается важность эффективного управления, развития инфраструктуры и стандартизации услуг для повышения конкурентоспособности туристской отрасли. Сделан вывод о том, что рациональная организация туристских услуг является ключевым условием стабильного развития туристской индустрии.

Ключевые слова

Туристские услуги, организация, объективная необходимость, туристская индустрия, качество обслуживания, конкурентоспособность, инфраструктура, управление, устойчивое развитие, глобализация.

Tourism, as one of the leading sectors of the global economy, exerts an active influence on all areas of the economy due to its multifaceted structure. It creates opportunities for the direct and indirect development of many sectors of the economy. These include communications, hotels, transport, road construction, public utilities, catering establishments, healthcare, бытовые services, trade networks, handicrafts, and others.

As a result of tourism development in a country, a unique industry of recreation, entertainment, and leisure facilities is simultaneously formed. In turn, this industry encompasses a number of sectors related to providing high-quality services to travelers.

Mario Yebsim, Regional Director of the Boeing company, noted: "Tourism not only generates income but also provides employment for many people. It is especially important to involve women in this sector. The main goal is to remove bureaucratic barriers."

According to expert estimates, every dollar directly spent on tourism services generates approximately an additional three dollars of income in related sectors. It is no coincidence that many foreign tourists are interested in tours that include visits to several Asian countries at once, which brings significant benefits to those countries as well.¹

At present, the growing global demand for tourism services is primarily characterized by socio-economic factors. These include the increase in overall income levels, the expansion of leisure time, the extension of paid vacation periods, adequate pension provision, and the reduction in the number of children in families, among others.

In addition, rapid developments in transportation, the decreasing cost of using transport services, the increasing purchasing power of all segments of the population, the easing or elimination of currency restrictions, and the liberalization of bilateral visa regimes between countries have significantly contributed to the rapid development of tourism and tourism services.

The President of the Republic of Uzbekistan, Shavkat Mirziyoyev, emphasized in the “New Uzbekistan” strategy: “Transforming tourism into a strategic sector of the economy will remain a priority for us. One of the most important tasks facing the government is to increase the number of tourists visiting our country to 10 million in the coming years.”

It is well known that a number of reputable foreign media outlets included Uzbekistan in the list of countries recommended for travel in 2020. We must make effective use of this opportunity,” he noted. This, in turn, sets significant tasks for the development of tourism and tourism service sectors.

In order to implement the assigned tasks in practice, measures aimed at diversifying tourism services and opening new tourist routes—such as studying the tourism potential of all regions of the country, developing tourism products and routes, organizing tours and excursions for the population, launching new domestic air routes, and organizing charter flights to regional and international destinations based on marketing research—will further expand the capabilities of tourism service providers.

At the same time, initiatives to develop modern types of tourism, increase their efficiency, and enhance their attractiveness will contribute to the further improvement of reforms in this sector.

The Law of the Republic of Uzbekistan “On Tourism” provides definitions of concepts related to the provision of tourism services in several of its articles. In particular, Article 3 defines tourism services as “services provided by tourism entities in the areas of accommodation, catering, transportation, information and advertising, as well as other services aimed at meeting the needs of tourists.”

According to Article 11 of the Law, “a tourist trip may be carried out individually or as part of a group of tourists. A комплекс of tourism services includes transportation services, accommodation, catering, экскурсия services, organization of cultural and sports programs, and other services.”

Article 10 states that “tourism services are subject to mandatory certification. Certification of tourism services and the issuance of certificates shall be carried out in accordance with the procedure established by law. Refusal of a tourism entity to undergo mandatory certification, negative certification results, or cancellation of a certificate may result in the suspension or revocation of the license to carry out tourism activities.”

Furthermore, Article 12 stipulates that “tourism services are provided on a contractual basis. The contract defines the scope and quality of services, the rights and obligations of the parties, payment and settlement procedures, the duration of the contract, liability for non-performance or improper performance, as well as other conditions agreed upon by the parties.”

¹ Марио Ебсим, Тошкент халқаро инвестиция форуми материаллари. Тошкент, 24-26 март 2022 й.

According to Article 13, “a tourist voucher is a document that certifies the right of a tourist or a group of tourists to receive tourism services included in the tour and confirms that such services have been provided”².

The use of advanced foreign experience plays an important role in the development of tourism services. According to R.Sh. Takhtayeva, who studied the problems of tourism development in a specific region, “among the main issues that need to be addressed in the development of the tourism business are the moral and physical obsolescence of tourism infrastructure (including air, road, sea, river, and railway transport, hotel facilities, and catering establishments), the high cost of transport and accommodation services that do not correspond to their quality, complicated visa regimes and migration registration procedures, as well as the недостаточное совершенство regulatory and legal documents ensuring the functioning of the tourism sector”³.

In addition, R.Sh. Takhtayeva noted, “Tourism leads to an increase in the needs of both foreign tourists and the local population, producing an effect known as demonstration. It influences the lifestyle, worldview, and interests of the host population. The host side experiences competition in various sectors of tourism service provision and is compelled to pay attention to the growing demands of clients when offering tourism services, thereby turning the tourism industry into one of the factors of societal development. In this way, the standard needs of the host population and visiting tourists are gradually formed.”

In his research, Chan Fion May stated, “Tourism potential is manifested in various forms. Two major groups can be distinguished:

- Natural tourism potential
- Artificial tourism potential

Natural tourism potential refers to the potential of the tourism sector that is not created or managed by humans. It includes geographic location, geomorphological conditions, climate, hydrogeological conditions, and biological conditions. We call this the ‘tourist-specific potential.’

Artificial tourism potential arises from human activity in the process of the formation and development of human society, reflecting the potential created in the tourism sector.

At present, tourism potential is also demonstrated through the results of human labor and creativity, as well as convenient travel conditions and quality service. These factors generate the desire in people to use these services. Therefore, it can be said that artificial tourism potential represents an ‘unlimited potential’ because it is created through human intellect, which is inherently limitless. This means that humans can always utilize their intellect to satisfy their limitless needs”⁴.

² Ўзбекистон Республикасининг “Туризм тўғрисидаги” қонуни. //Ўзбекистоннинг янги қонунлари. – Т.: Адолат, 2000.- 131-140 б.

³ Р.Ш.Тахтаева Управление туризмом в восточно Казахстанской области на основе инновационных технологий. Диссертация на соискание ученой степени кандидата экономических наук. С.Петербург,2014.- с.27-28.

⁴ Чан Фьон Май Развитие системы управления гостиничными и туристическими услугами в экономическом сообществе Асеан. Диссертация на соискание ученой степени кандидата экономических наук. Москва,2017.- 13 с.

S.V. Dusenko, assessing the scope of tourism services, stated: “Conclusions about the scale of the tourism industry can be drawn from the following: according to data from international tourism organizations, the industry currently employs around 100 million people of various levels, specialties, and qualifications. The workforce in the tourism industry includes not only tour operators and agents but also hotel staff, employees of travel bureaus, personnel of transport infrastructure organizations, cleaning companies, translators, and representatives of many other professions.

Apart from regions with high socio-political or natural-climatic risks, the presence of a complex and dynamically changing infrastructure covering entire countries today adds a new dimension to the tourism sector”⁵.

One of the foreign scholars studying tourism issues, Irving Goffman, divided social reality into two conditional planes, similar to a theatrical performance: front stage and back stage. It can be said that, on a practical level, even if we visit a restaurant for an evening out, enjoy its pleasant interior, and are greeted by smiling waiters, we never see (nor do we want to see) the inner workings of the kitchen—the way ingredients are economized or the secret grievances of the chefs.

In tourism, a similar distinction can be made between the audience (tourists) and the performers—those who recreate the appearance of “authentic peasant life, local competitions,” and so on (hotel and restaurant staff, local residents). In such “performances,” there are two possible aspects: a person can be genuinely engaged in their actions or participate reluctantly. Along tourist routes, tourists may encounter people sincerely playing their roles, as well as those adapting to open commercial flexibility.

For example, in a Cossack village presented to tourists, there may live people who follow ancient Cossack traditions and consider themselves genuinely part of Cossack culture. However, they may also, willingly or unwillingly, form part of the performance, portraying Cossack customs and lifestyle in a manner suitable for tourist expectations. For tourists, the “performance” scenario can be more or less stereotypical and superficial.

Goffman provides a similar illustration: “If a housewife is concerned with the success of a performance showcasing her home’s cleanliness, she will focus primarily on the glassware in the house, as any dust or dirt is immediately noticeable. She will pay much less attention to darker, less visible carpets, hoping that ‘dark colors conceal dirt’”⁶.

According to O.V. Konanykhina, “At present, any territorial unit can only become a place that tourists enjoy visiting if its tourism potential is managed rationally. In reality, only a portion of the regions in Russia fully utilize their existing tourism opportunities and resources. Most territorial units have low tourist attractiveness, and the main reason for such unstable development in the tourism sector is not the absence of attractions for tourists, but rather the inefficient use of the existing tourism potential”⁷.

Researcher Liu Yin, discussing cultural tourism in China’s free economic zones, stated: “Tourism festival events are not only unique attractions in themselves but also an important means of enhancing the appeal of scenic locations and cultural products. A tourism festival is based on one or a series of tourism resources and is organized through dense, open, and supplementary activities with the aim of attracting a large audience. In the tourism industry, tourism festival

⁵ С.В.Дусенко Структура и функция социального пространства туризма (социологический анализ). Диссертация на соискание ученой степени доктора социологических наук. Москва,2014.- с. 27-28.

⁶ Гофман И. Представление себя другим в повседневной жизни./И.Гофман; пер. с англ. и вступ. статья А.Д.Ковалева.-М.: «КАНОН-пресс-Ц»; «Кучкова поле»,2000.- 304 с.

⁷ О.В.Конаныхина Природно-ориентированный туризм как фактор развития территорий без выраженной туристской привлекательности (на примере Астраханской области) Автореферат диссертации на соискание ученой степени кандидата экономических наук. Сочи,2017.- с.3.-12.

events are considered a special form of tourism activity aimed at establishing and promoting tourist routes”⁸.

According to O.Yu. Golomidova, “Against the backdrop of the general globalization of cultures, it is important that ethnic groups, communities, and individuals do not lose their identity. International tourism implies intercultural communication and joint activities at the level of ‘ours and theirs.’ At the same time, ‘ours and theirs’ involves preserving the significant differences in uniqueness and cultural values. The uniqueness of ‘the other,’ that is, the host society, can be considered a tourist attraction based on the tourist’s motivation. However, representatives of the tourism industry understand this motivation very well and capitalize on it”⁹.

V.A. Semiglazova notes that “Tourist activity in rural areas can be divided into active and passive forms. Active forms include: walking tours, collecting mushrooms, berries, and medicinal herbs, hunting, cycling, recreational fishing, horseback riding, and others. Passive forms include: studying nature, observing plants and wildlife, exploring local communities and rural lifestyles, relaxation in the countryside, participating in rural holidays and festivals, tasting local cuisine, attending conferences or councils in natural settings, and so on.

Thus, rural tourism, considering the development of non-agricultural activities, depends on settlements, rural districts, and territorial functional specialization, and can develop closely in conjunction with other forms of tourism.”

M.A. Mirzayev emphasizes: “According to general principles, each tourism package includes at least two types of services: transportation and accommodation. These are considered the primary tourism services. According to experts, there are also additional tourism services, numbering more than 400. All services beyond the two primary ones are considered supplementary tourism services, including catering and excursion services. Depending on the tourist’s preferences, the organizer may expand the services, or the selection may be determined according to the tourist’s choice. The latter is preferable, as overall prices are minimized in accordance with principles of competition and value, which primarily leads to a minimization of the basic service package as well.”

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⁸ Лю Ин Культурный туризм в свободных экономических зонах Китая. (на примере СЭЗ Аомэнь, Шанхай и Хайнань). Диссертация на соискание ученой степени кандидата культурологии. Владивосток, 2021.- с.68.

⁹ О.Ю.Голомидова Туризм как феномен городской культуры. Диссертация на соискание ученой степени кандидата культурологии. Екатеринбург,2019.- с. 21-22.

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